

Imagine Nashua: Citywide Master Plan

Visioning and Goals Workshop January 6, 2021

- 6:00-6:05 Welcome from Mayor & City Staff
- 6:05-6:20 Presentation by Consultant Team
- 6:30-7:10 Visioning and Goals: Breakout Session
- 7:10-7:30 Takeaways & Discussion Session

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Imagine **Nashua**

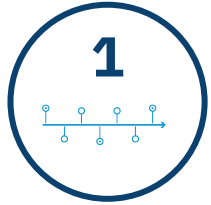
Mayor James Donchess



Welcome to the Visioning & Goals Public Workshop!



Agenda



Where are we in the Process?

Review planning process and timeline + how to stay involved



What we've heard

Summary of engagement results + what we've heard so far



Where we're going

Understand the planning framework + existing conditions and trends



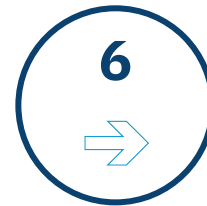
Public Survey #2

Launch new digital mapping survey + instructions of how to take part



Tonight's Exercise

Introduce and explain how small breakout sessions will work + what we want to achieve



Next Steps

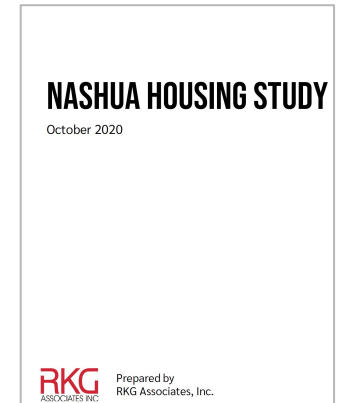
Ways to stay involved and provide feedback on the planning process

Where are we in the Process?



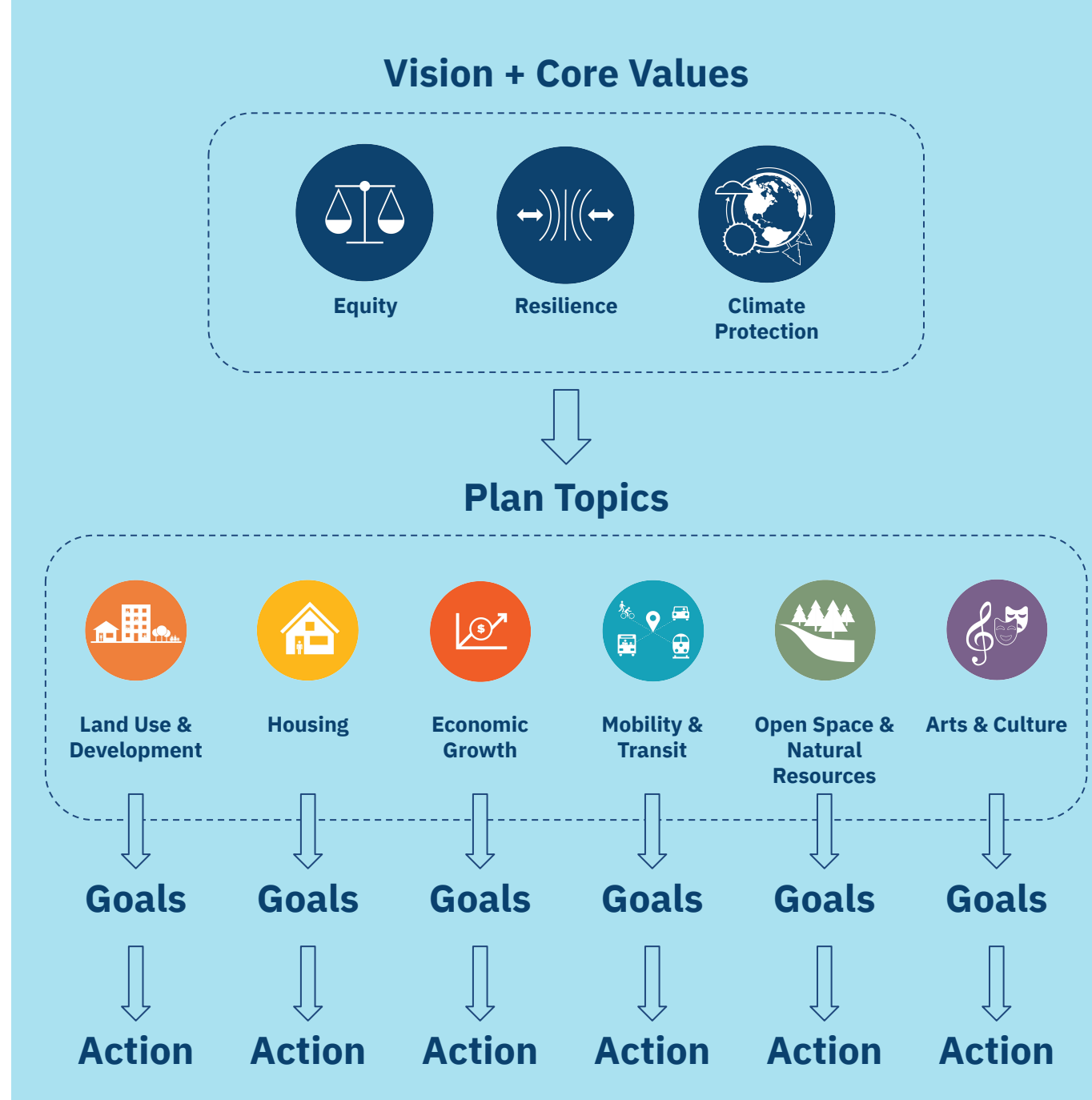
Imagine Nashua: What is a Master Plan and What does it Accomplish?

- A long-range document and all-inclusive approach to guiding Nashua's future growth; Provides a consistent guide for long-term municipal policy
- Identifies and outlines a community's vision and goals, and provides actions to advance and achieve citizen-centered outcomes across various plan topic areas
- Collaborates with diverse group of stakeholders in developing those goals and identifying actions
- Serves as basis for zoning and land use development considerations
- Combines, integrates, and builds upon past and currently planning initiatives into a comprehensive approach
- A master plan is long-range and general document/tool - it acts as a policy instrument first, and technical second

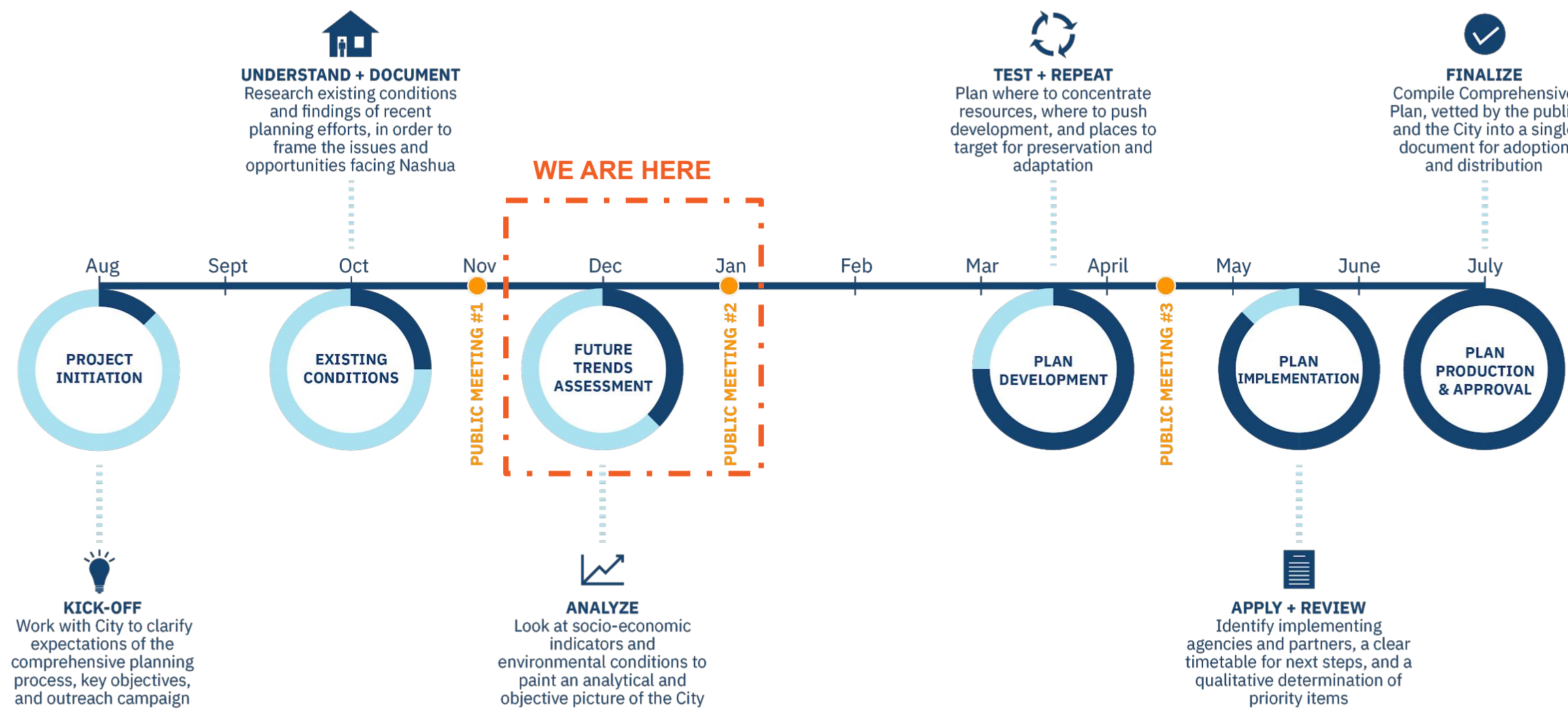


Imagine Nashua: What will the Master Plan encompass?

- **A vision statement**
 - Collectively developed and representing Nashua's diverse communities and embodying three core values.
- **Broad and aspirational goals for each topic**
 - Informed by past and current city planning efforts, existing conditions and trends analysis, and comprehensive community engagement so far.
- **Actions and Recommendations**
 - Ways and methods to achieve established near term and long term goals



Imagine Nashua: Where are we in the process?



We want to hear from you!

 <https://imagine.nashuanh.gov>

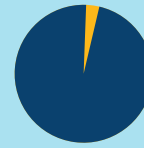
 imagine@nashuanh.gov

 @NashuaCDD

 @NashuaCDD

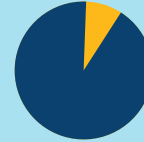
The website will be the primary means for soliciting community feedback as the project progresses. Please visit <https://imagine.nashuanh.gov> to learn about:

- Upcoming and past events
- Previous planning efforts
- Email signup list
- Comment submission



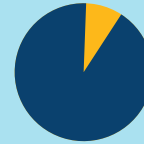
1 minute | Email Updates

Sign up to receive email updates on [Imagine Nashua](https://imagine.nashuanh.gov)



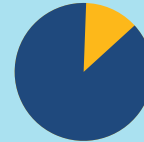
8 minutes | Leave a Comment

Provide a [comment](#) about the plan



10 minutes | Take Survey

Take the Imagine Nashua Polis and Digital Survey and share with your friends and family



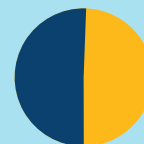
15 minutes | Digital Map

Leave comments on a digital map of Nashua and ping opportunities for improvement



30 minutes | Focus Group

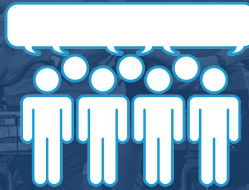
Participate in a facilitated discussion about your community



1 hour | Public Meeting

Engage with City Staff, neighbors, and project team in virtual meeting

What we've heard



Engagement Across

Social Media Posts: Mayor Donchess, Civic Sounding Board, Nashua Past, Present and Future, NTS Transit System, City

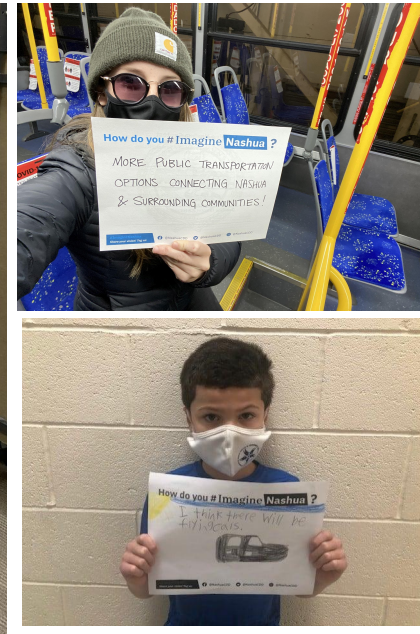
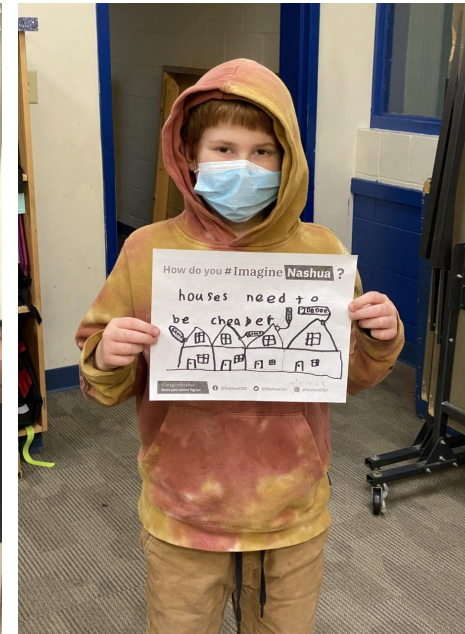
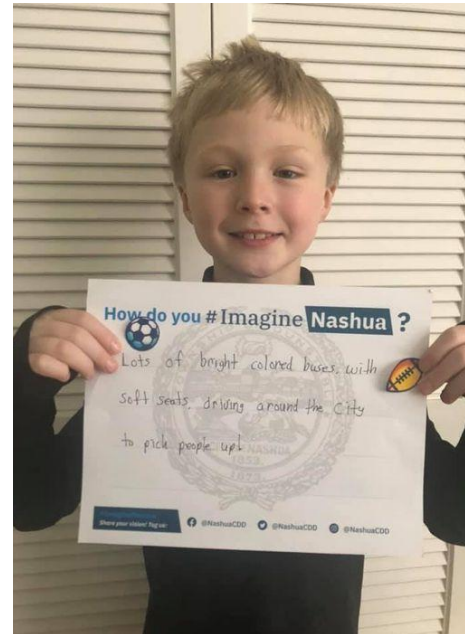
Newsletters: Great American Downtown, Chamber of Commerce, and in the Telegraph on 1/3/2021

General Invites: City Board and Commission members, all City and School Staff, SAU, private school administration, points of contact with the: Non-Profit administration, Senior Center, Brazilian community, Spanish community, Indian community, Islamic Society, Nepalese community, Swahili community, Faith based leadership, Engineering and Land use Attorney community

Mayors Ward Meetings: One in each ward

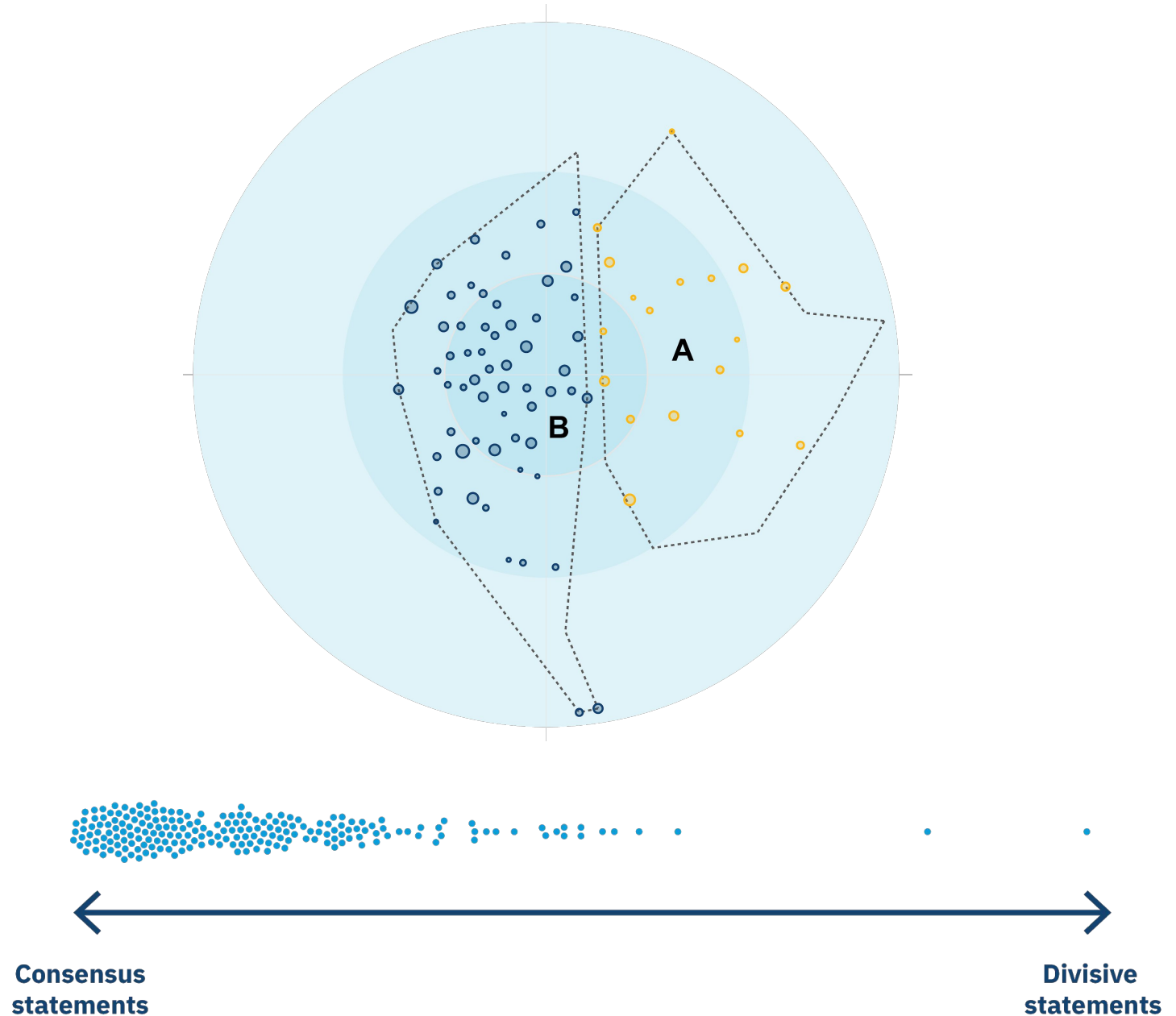
Small Group Meetings: Plus Company, Smart Start Collation, Interfaith Council, Greater Nashua Continuum of Care, One Greater Nashua, Planning Board, Animal & Dog Park Committee, 21st Century Club, GSOP and Cultural Connections Committee

- Meetings ranged from 4 to 20+ people



Polis Survey Results

- **492** people voted (based on logins or individual devices)
- **372** people grouped
- **28,173** votes were cast
- **217** statements were submitted
- **57.26** votes per voter on average



Key takeaways

Consensus: Improve access to green space and riverfront, Quality and high-paying jobs, Increase public art, year-round events and festivals

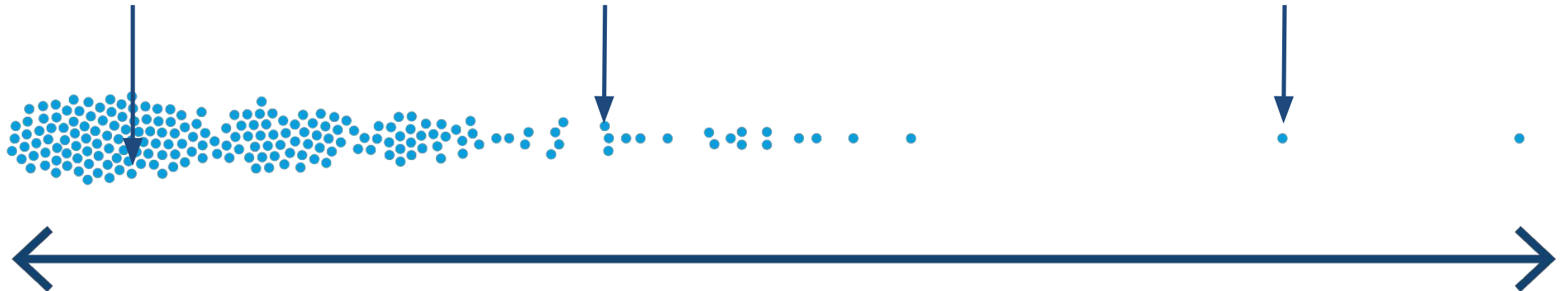
In-between: Specific approaches or policies towards achieving certain outcomes

Divisive: New development, Development around conservation areas, Climate change impacting Nashua, Parking Considerations

We need to focus on quality jobs within reach of most Nashua residents.

Base tax breaks on transportation changes to reduce emissions - micromobility.

I am concerned that development will change the feel of my community.



**Consensus
statements**

**Divisive
statements**

Major Themes that emerged from Polis Survey and Focus Groups

Land Use and Development

- Development needs to be easily accessible to services/more walking and biking opportunities
- Parking considerations, especially Downtown and new residential
- Great neighborhoods - how to connect them better

Housing

- Affordable and quality housing for all ages, abilities and incomes
- Rather than new development - adaptive reuse of unused/abandoned buildings

Mobility and Transit

- Accessible sidewalks and trails
- Continue Complete Streets efforts
- Expand bus routes and transit options
- Consideration for rail services

Economic Growth

- More higher quality and higher paying jobs in Nashua
- Trade skills education and professional training
- Entrepreneurial spaces and options for start-ups

Open Space and Natural Resources

- Protect and improve public access to riverfront areas
- City trees provide many benefits
- Reduce Carbon Emissions

Arts and Culture

- Year-round festivals and events/Outdoor and seasonal
- Public art and Spaces that bring people together
- Local arts and culture is directly tied to economic development

Translating Community Outreach into Goals

“ We should focus education opportunities to encourage more skilled trades and training for skilled trades.”

-Focus group attendee

“ We need to focus on quality jobs within reach of most Nashua residents.”

- Polis Statement



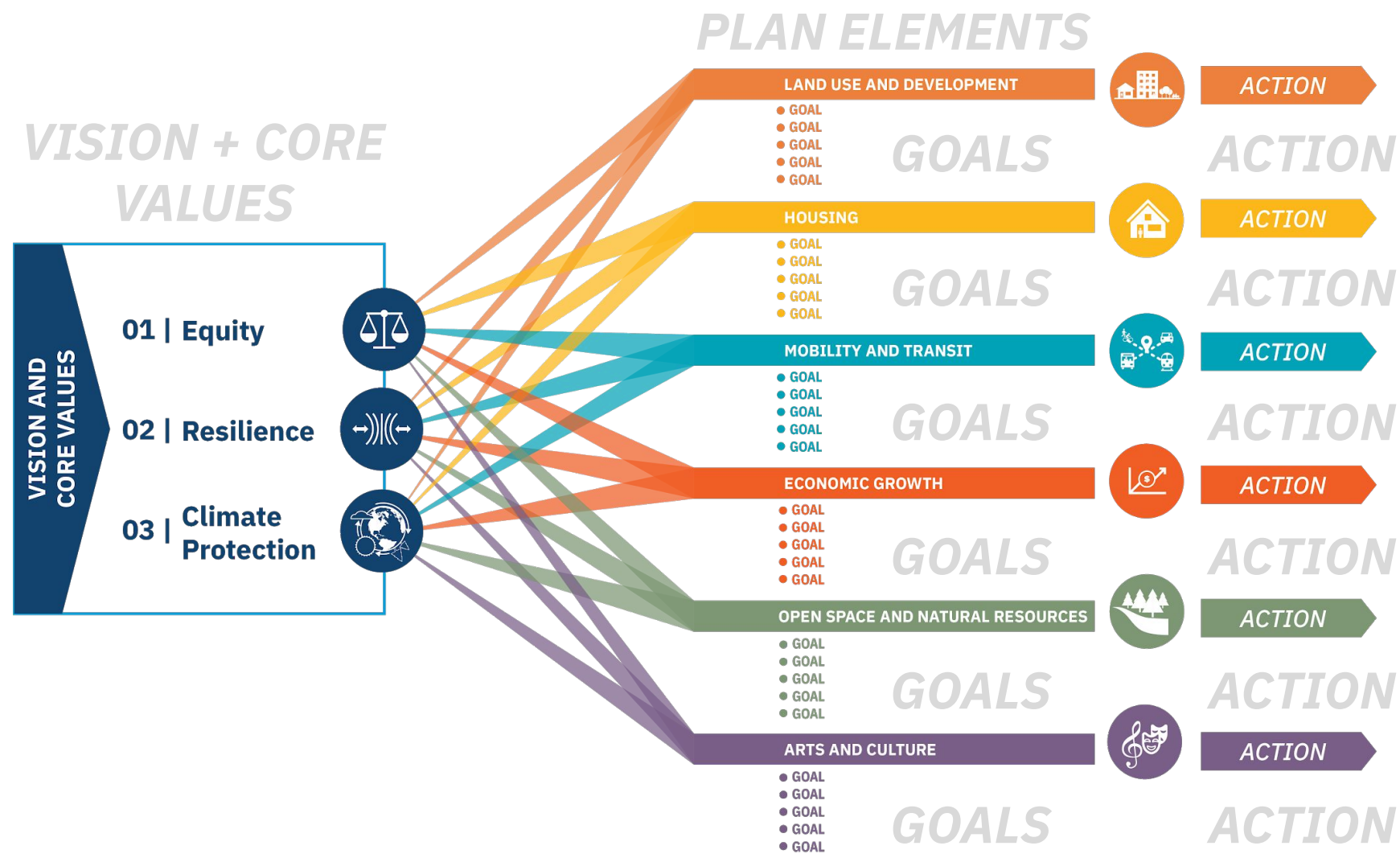
DRAFT ECONOMIC GROWTH GOALS

- **Economic Mobility + Access to Opportunity**
- **Job Creation and Retention:**
- **Employment Diversity**
- **Commercial Districts**
- **Location/Regional Position**

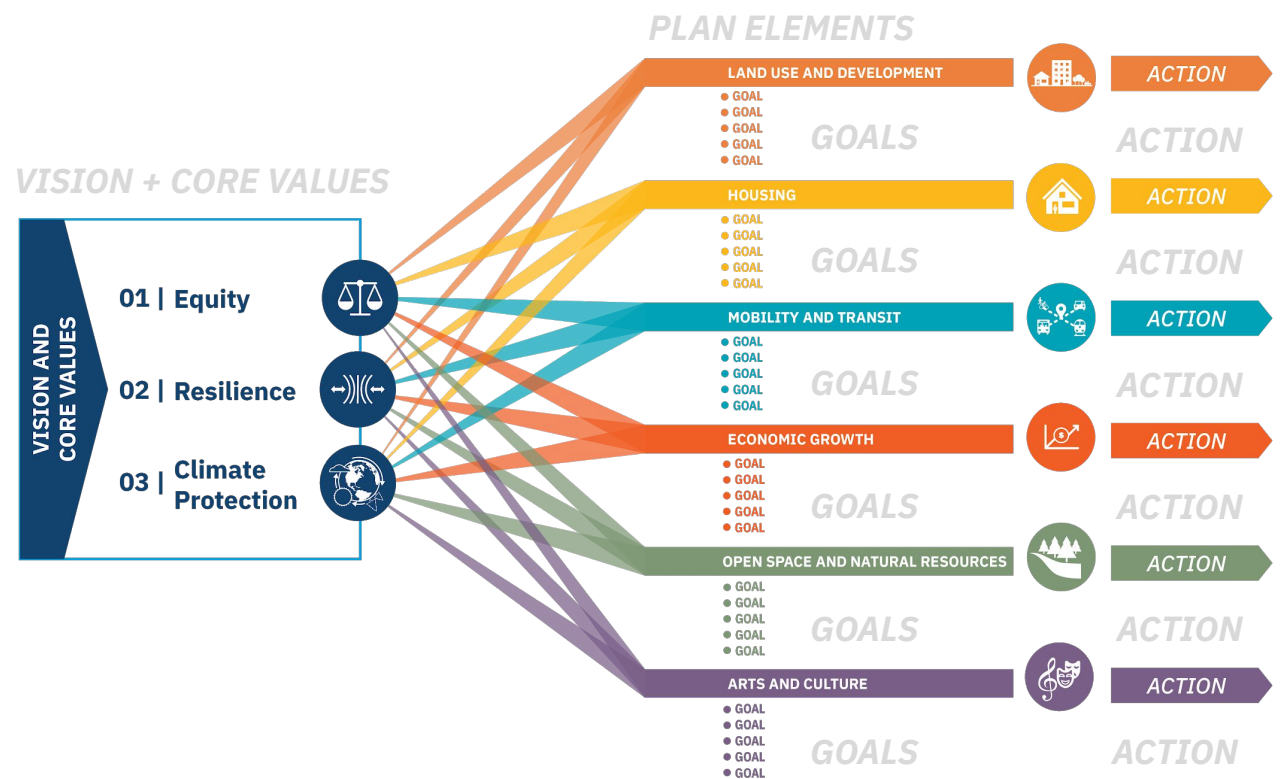
Where we're going



Imagine Nashua: How a Vision Fits into the Planning Framework



Imagine Nashua: How a Vision Fits into the Planning Framework



VISION is an aspirational statement expressing what we want to accomplish as a city and community. The vision reflects the ideal quality of life we aspire to achieve in Nashua

CORE VALUES represent fundamental community principles that guide the Comprehensive Plan, link various plan topics together, and reinforcing plan decisions and actions

PLAN TOPIC AREAS are the building blocks of the comprehensive planning process, determined by statutory regulation and planning topics that are important to the community

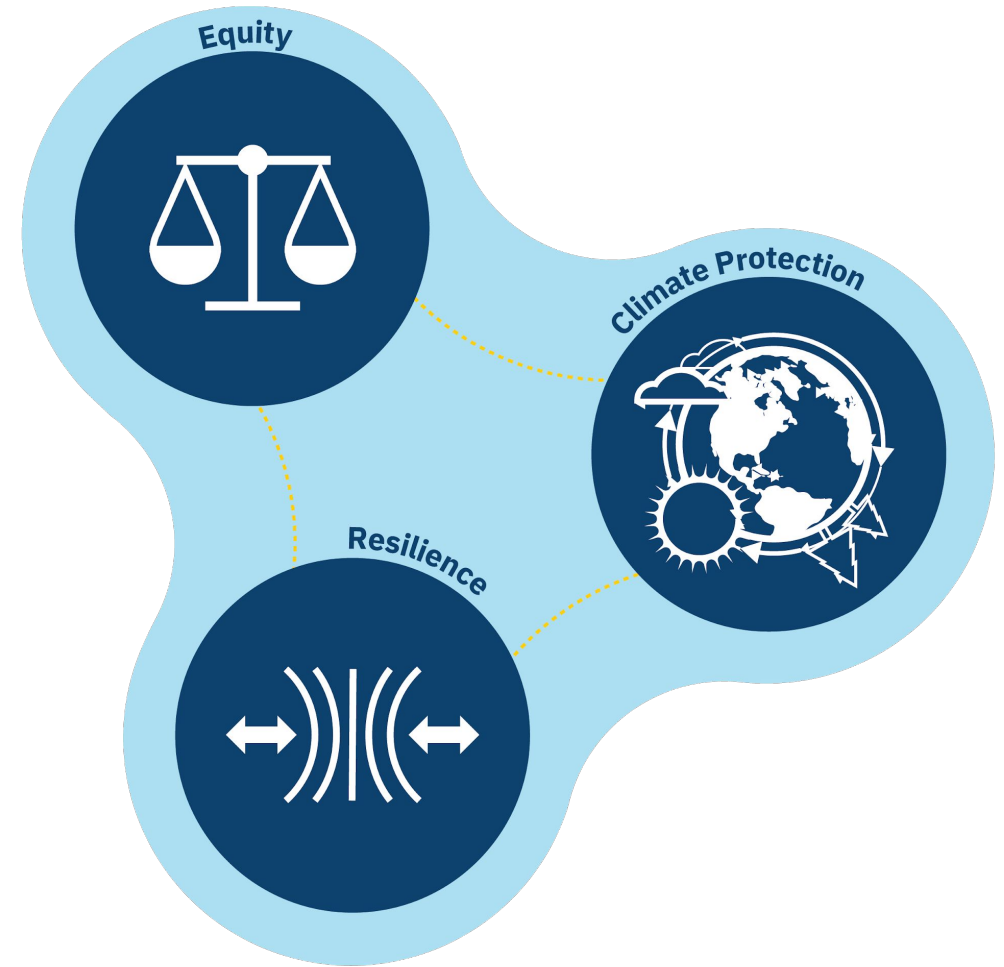
GOALS represent broad, aspirational citizen-centered outcomes for each plan topic that the City aspires to realize over time

ACTIONS are specific approaches, policies, studies and tools that the City will use to advance and achieve outlined goals

What Drives this Plan: Vision Statement and Core Values

Draft Vision:

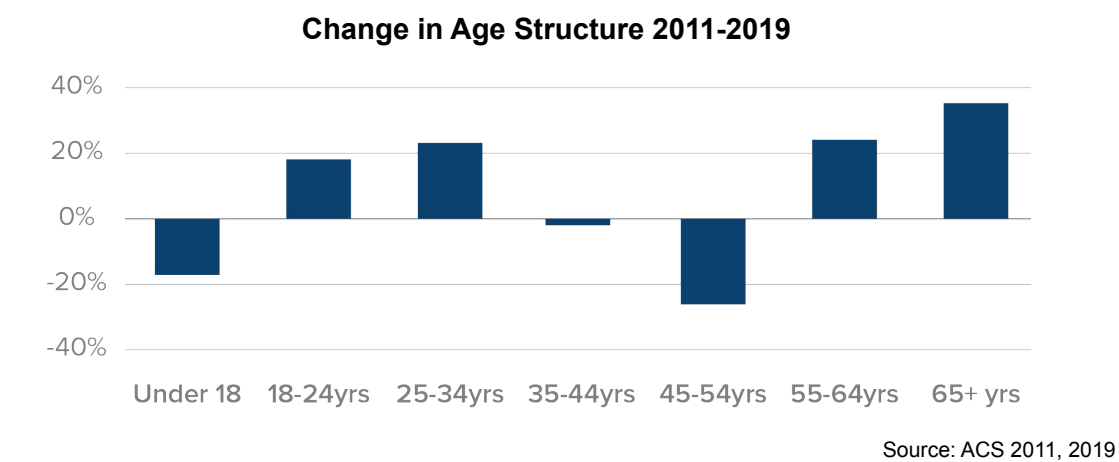
“Nashua will be equitable, resilient, and protect the climate as it promotes job and housing opportunities for residents, reduces dependence on the automobile, and encourages targeted density and regionally contextual development patterns.”



How Existing Conditions and Trends Informs Master Plan Goals

Growth is necessary for fiscal stability and continuing to provide high quality municipal services

- Regional Comparisons:** Compared to large peer cities such as Concord and Manchester, Nashua has a great deal of sprawl development that puts strain on revenue generated from its urban core.
- Housing Diversification:** 50% of current housing stock is single family housing, there is an opportunity to expand multi-family and mixed-use development that is more affordable for changing demographics.
- Economic Needs:** Based on average earnings, none of the industry sectors in Nashua can afford the City’s current median home sale price of \$321,000 and a number of sectors can’t afford the current median rent of \$1,287.



Rent and Purchasing Capacity of Nashua Households

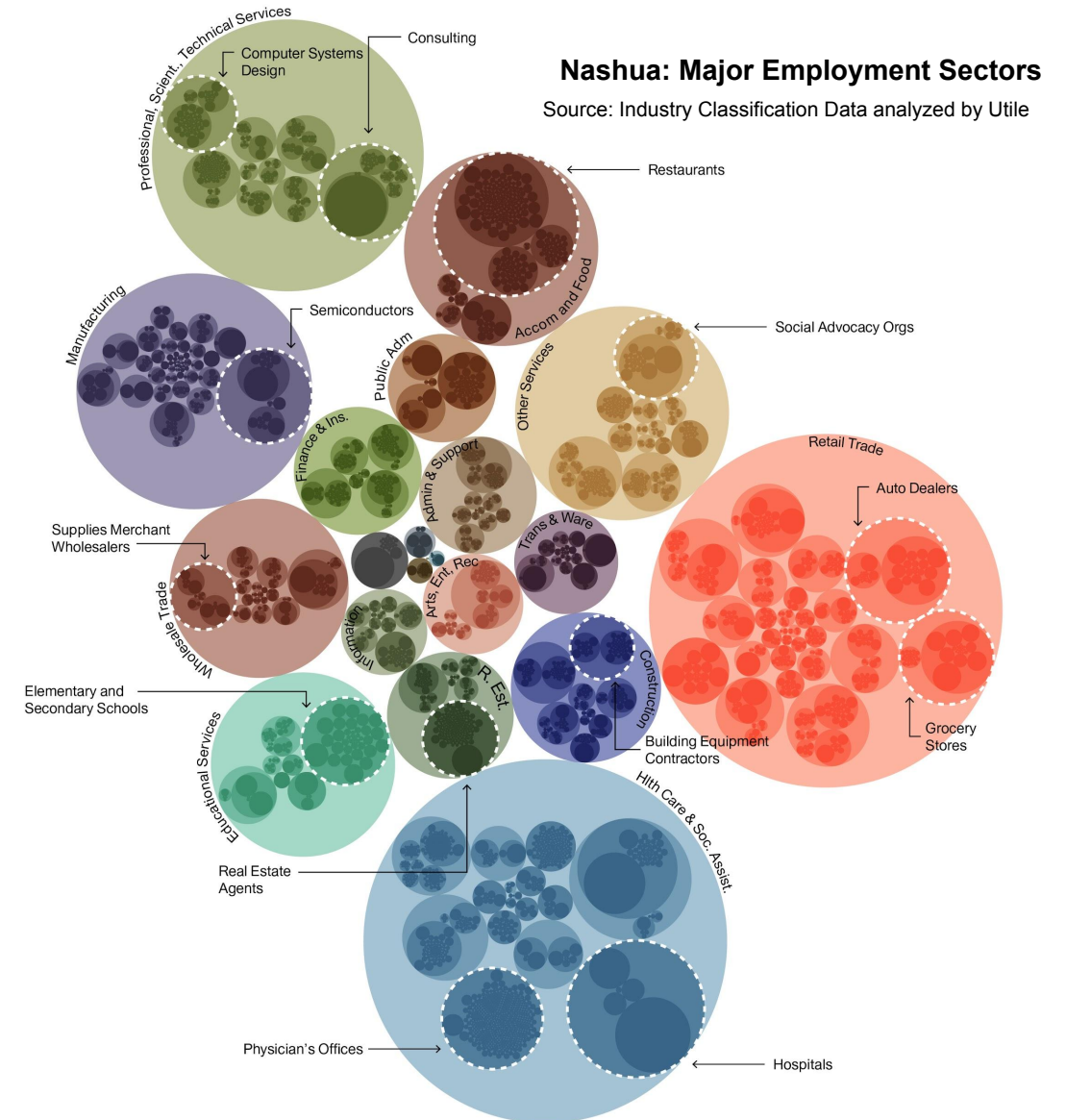
	Household Income	Households		Maximum Affordable Rent Range	Home Purchasing Power
Upper	\$100,000+	34%	12,259	\$2,500+	\$331,000+
	\$75,000-\$99,999	15%	5,431	\$1,875 - \$2,500	\$249,000-\$331,000
Moderate	\$50,000-\$74,999	16%	5,816	\$1,250 - \$1,875	\$166,000-\$249,000
	\$35,000-\$49,999	11%	4,017	\$875 - \$1,250	\$116,000-\$166,000
Lower	\$20,000-\$34,999	12%	4,411	\$500 - \$875	\$66,000-\$116,000
	\$0-\$19,000	12%	4,430	\$0 - \$500	\$0-\$66,000

Source: ACS 2018

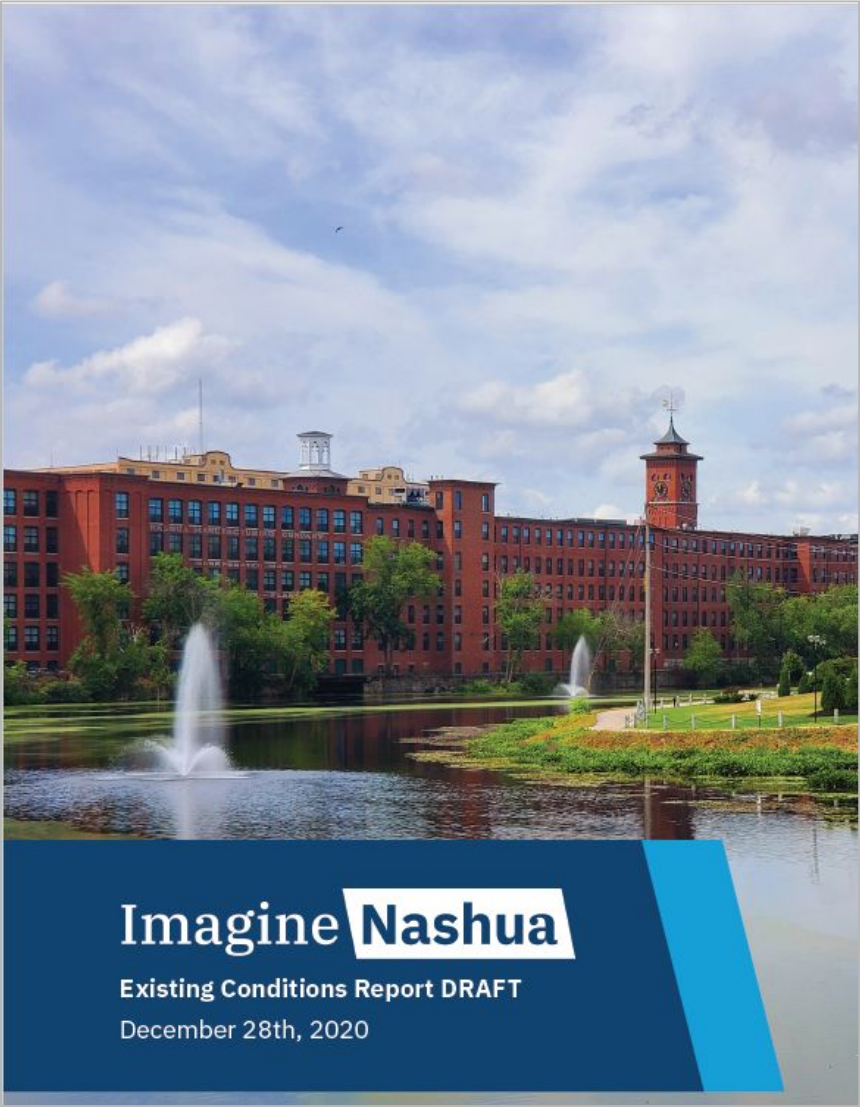
How Existing Conditions and Trends Informs Master Plan Goals

Land use policies should strike a balance between open space preservation, economic development, access to housing, and supporting a healthy ecosystem with reliable transportation infrastructure and diverse community amenities.

- **Mobility and Transit:** Recent transportation improvement projects include: widening the shoulder, the installation of non-vehicular components such as bike lanes and sidewalks, and sidewalk improvements around several City schools.
- **Open Space and Natural Resources:** Nashua has a robust park system with over 50 public parks, 1292 acres of conservation land and 48 miles of trails.
- **Arts and Culture:** Arts and cultural events greatly benefit Nashua's economy with \$4.1 million in revenue



Existing Conditions Report



What is Imagine Nashua?

Imagine Nashua is the City's comprehensive planning process - an initiative that will combine inclusive community engagement with major plans created in the past 20 years to craft an innovative vision for the future of Nashua. This master plan focuses on equity, resilience, and climate protection as core values guiding growth and development in the city.

What is a Master Plan?
A master plan is a document, focused on land use policies, that outlines a vision for the future of Nashua, with clear strategies and tactics to guide future decision-making and programs across the community. This master plan will have a document-wide focus on equity, resilience, and climate protection as core values driving the vision and framework of the plan, cutting across six topic areas important to Nashua: land use and development, housing, mobility and transit, open space and natural resources, economic growth, and arts and culture.

Why Plan Now?
Nashua is an evolving city with exciting opportunities for community growth and development ahead. The last master plan was completed in 2000 and since then the City has engaged in a number of topic- and area-focused efforts including: the Nashua Bicycle and Pedestrian Plan, the Downtown Nashua Riverfront Development Plan, and the Resident Nashua Initiative. As Nashua continues to grow and experience change both in expected and unexpected ways, now is an opportune moment to build on and integrate these various planning efforts, take stock of the overarching goals and vision for the city, and to provide a consistent guide for long-term municipal policy.

What is included in this document?
This report highlights challenges and opportunities that Nashua faces today through an overview of key existing conditions and trends analysis in the city. The document also shares major take-aways and priorities we have heard so far from community engagement and outreach, and provides an informative platform for public and city-wide discussion that will help articulate a community vision for the plan, and shape goals and actions for each of the six planning topic areas.

Economic Growth

A range of business sectors and sizes

Nashua is home to a complex landscape of business sectors from health care to manufacturing to construction. These diverse sectors are represented as large circles in the adjacent graphic. Within each sector there are a variety of subsectors and business sizes. For example, within manufacturing there is electronic manufacturing, navigation instruments, computer manufacturing, and equipment manufacturing. Nashua's diverse business sector will continue to grow with an additional 2,677 jobs projected for 2029.

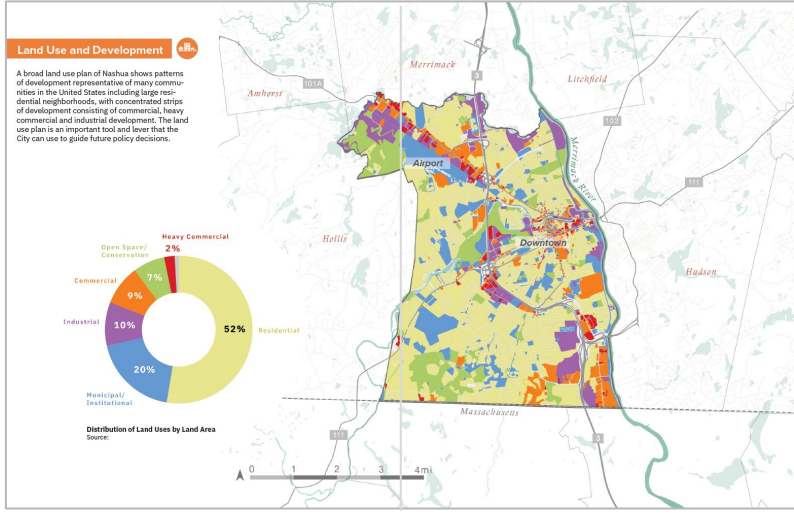
Rent and Purchasing Capacity of Nashua Households

A gap in purchasing power In Nashua, homebuyers are made up of upper income homebuyers which account for 49% of all households, moderate income which account for 37%, and lower income which account for 14%. Households in the top 34% can purchase homes starting at \$331,000. Due to a lack of supply, households in the bottom 50% are left competing for homes with residents whose purchasing power is \$100,000 greater.

Household Income	Households	Maximum Affordable Rent Range	Home Purchasing Power
\$90,000+	14%	\$2,000 - \$2,500	\$175,000+
\$75,000 - \$99,999	15%	\$1,500 - \$1,999	\$249,000 - \$331,000
\$50,000 - \$74,999	30%	\$1,000 - \$1,499	\$160,000 - \$249,000
\$35,000 - \$49,999	11%	\$750 - \$999	\$116,000 - \$160,000
\$20,000 - \$34,999	12%	\$500 - \$749	\$66,000 - \$116,000
\$0 - \$19,999	12%	\$250 - \$499	\$0 - \$66,000

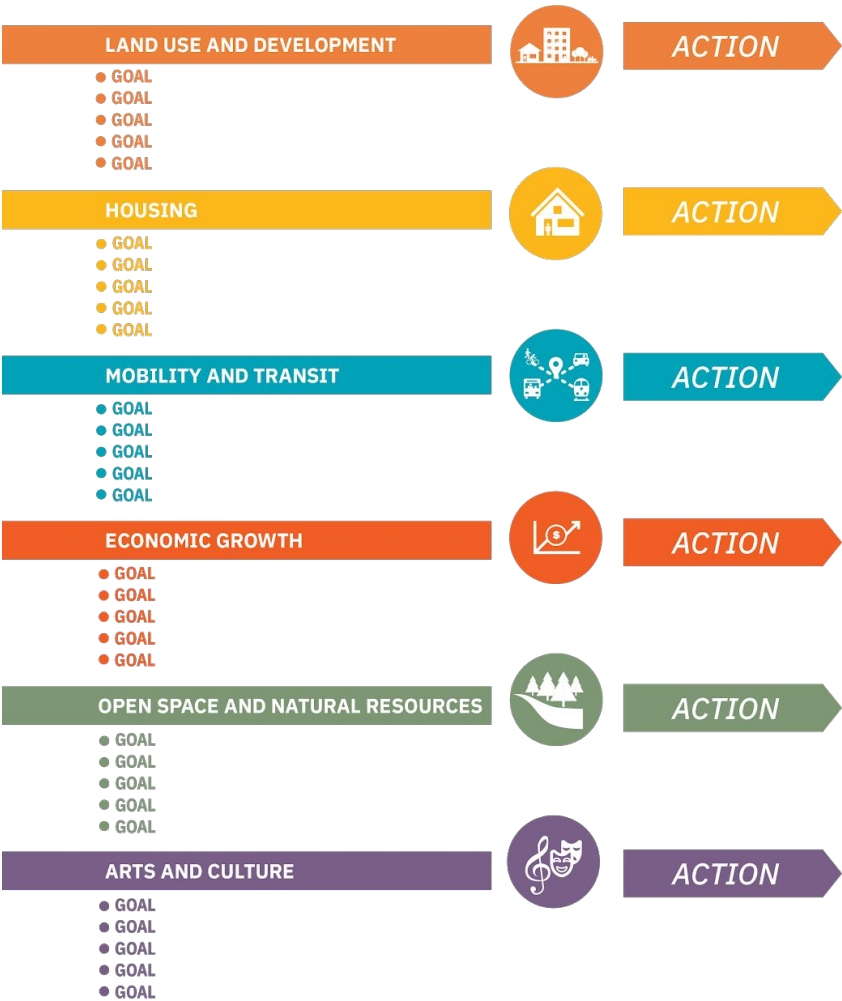
Source: ACS 2018

Median sales price: \$321,300 Median gross rent: \$1,287



To learn more, please review the existing conditions report on the Imagine Nashua website under the documents page : <https://imagine.nashuanh.gov/documents/>

Vision and Goals: From high-level to specific



Enhance access to and better connect Nashua’s existing open space network for citizens of all ages, abilities, and incomes.



Improve signage and wayfinding at all public access points to the riverfront/ Identify trails that are appropriate for ADA accessibility upgrades.

Create places reflecting Nashua’s diverse culture where residents and visitors can not only live and work, but also play



Work with Open Space and Recreation Department to incorporate free arts and cultural programming in open spaces throughout the city/Identify a public location to serve as a City venue for Arts & Culture use.

Public Survey #2



Social Pinpoint:

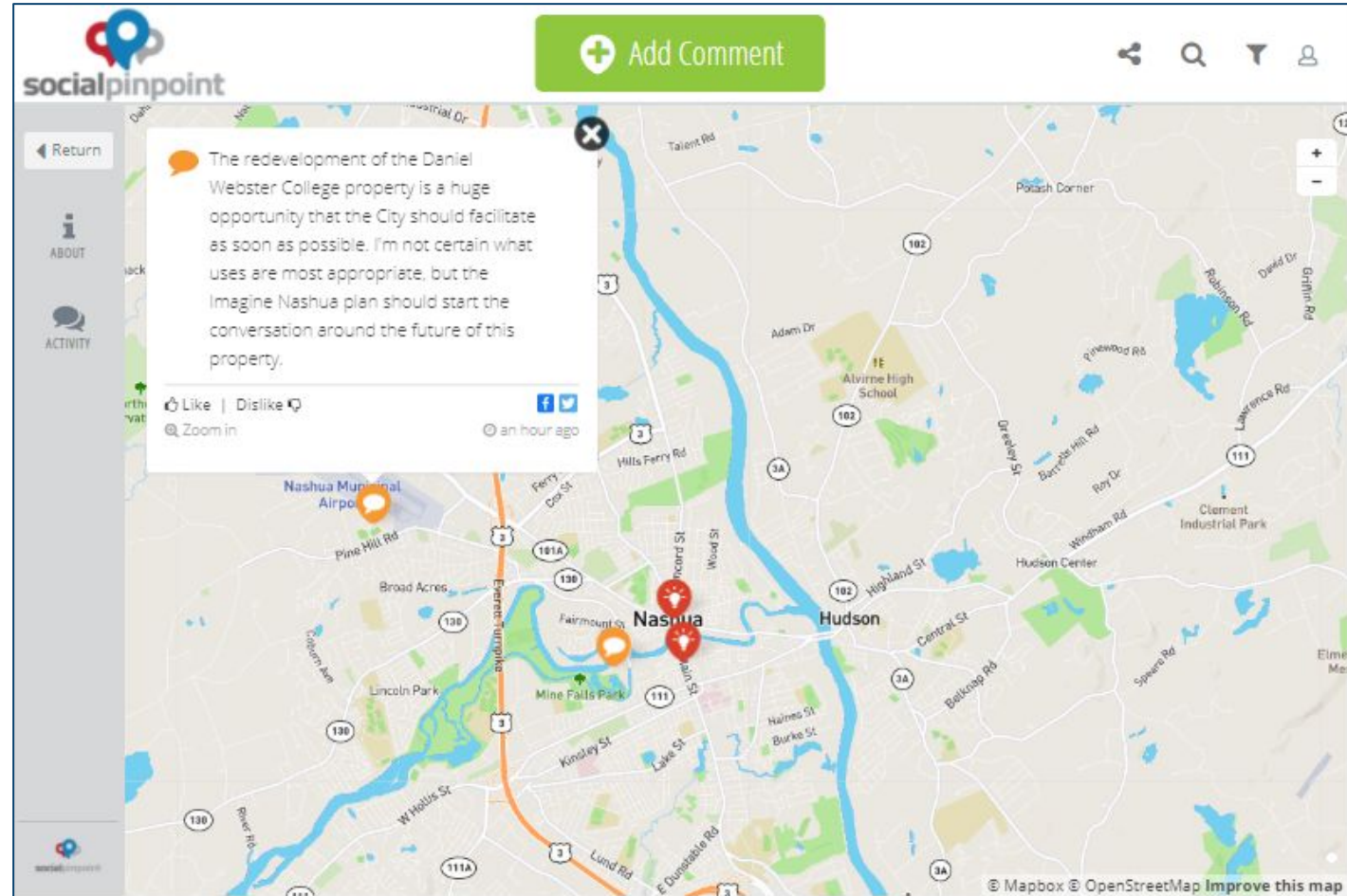
Digital Mapping Survey

Place a marker in a location where you have something to say. The three kinds of markers represent the ideas of **maintain or protect**, **develop**, and **improve**. After placing a marker in a specific location, you'll be able to add a comment explaining the details of what you think should happen there.

1. **Maintain or protect.** What's great about this location?
Ex. The library plaza's redesign will be an important change for my family.
2. **Develop or redevelop.** What's missing from this location?
Ex. I would regularly visit a good cafe or coffee shop here, and I think that some new housing nearby would make a business sustainable.
3. **Improve.** What could be better about this location?
Ex. These parking lots are underused, and I'd much prefer to see areas like this used for affordable or market-rate housing.

In addition, others will be able to see the markers you and everyone else have placed across Nashua, and will be able to choose whether they agree or disagree with your comment.

All of this information, together, will help the City and planning team start to formulate the specific actions which will enable the goals that the plan seeks to achieve.

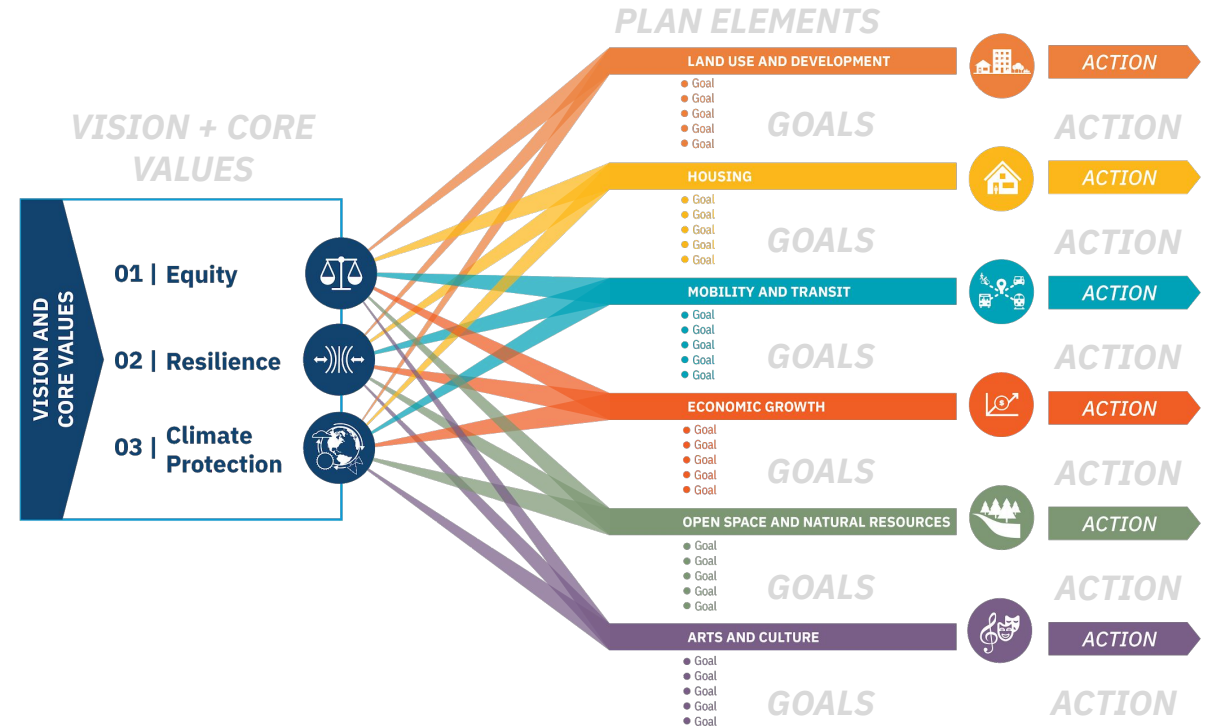


Tonight's Exercise



Breakout Groups: Feedback on Draft Goals

- Draft goals cover the **six planning elements/topic areas**:
 - Land Use & Development
 - Housing
 - Mobility & Transit
 - Economic Growth
 - Open Space & Natural Resources
 - Arts & Culture
- Draft goals are informed by a combined understanding of: **past and current city planning efforts, existing conditions and trends analysis, and comprehensive community engagement so far**. You can find the goals at <https://imagine.nashuanh.gov/>



Breakout Groups: What we need from you tonight

- We are seeking input this evening on crafting a collective vision for Nashua together
- Defining and prioritizing topic area goals - these are draft goals and not final. We want to work together tonight to develop a comprehensive list of goals that represent Nashua
- We will break out in smaller groups to have an open, collaborative, and robust discussion and share our takeaways with the larger group after
- Share comments and thoughts after the meeting on <https://imagine.nashuanh.gov/> or email us at imagine@nashuanh.gov

Imagine Nashua: Citywide Master Plan

Visioning and Goals Workshop
January 6, 2021

DRAFT GOALS & VISION BREAKOUT SESSION

Imagine **Nashua**

DRAFT GOALS: Mobility and Transit

- **Equitable and Connected Multimodal network:** Ensure access to a range of transportation options that meet the current and future mobility needs of residents, workers, and visitors of all ages, incomes and abilities.
- **Climate Mitigation and Environmental Health:** Advance carbon-free transportation to reduce greenhouse gas emissions and promote walking, biking, and public transit as means to reduce environmental impact and protect public health.
- **Land Use Integration:** Ensure that transportation policy decisions, strategies, and investments are coordinated with land use goals and support the desired urban environment.
- **Reliability and Efficiency of Multimodal Options:** Ensure safe and efficient operation of transportation systems and balanced use of street systems for all modes, with focus on pedestrian and bicycle networks.
- **Regional connectivity:** Enhance movement of people and goods between Nashua and the greater metropolitan region, and encourage increased activity north and south via improved passenger rail connections.



"Transportation for seniors is incredibly important. Allowing seniors to age in place."

- Focus group attendee

Next Steps

- **Community Feedback:**

- Social Pinpoint/Survey #2: Please take some time to complete the digital mapping survey #2, let us know where and how you want Nashua to improve and provide specific comments and feedback on what you want to see happen. The survey is located on the website: <https://imagine.nashuanh.gov/>

- **Planning Process:**

- Finalize Visioning and Goals
- Spatial planning and Scenario Analysis - where to focus growth and redevelopment, prioritize preservation and adaptation

- **Upcoming Events:**

- April: Public Workshop #3 - Scenarios and Actions/Recommendations
- Focus groups and local events

A map of the Merrimack River region, showing parts of Amherst, Merrimack, Litchfield, Hollis, Hudson, and Massachusetts. The map features several colored overlays: a large yellow area, a red area, a green area, and a blue hatched area. The Merrimack River is shown flowing through the region. Major roads are labeled with numbers in red boxes: 101A, 3, 102, 111, and 3. The text "Thank you!" is prominently displayed in the center of the map in a large, bold, blue font.

Thank you!

